

JULY 10-12, 2018

naccho annual 2018

new orleans



Tobacco 21 in San Antonio

Colleen M. Bridger, MPD, PhD

Director

Unleashing the Power of Policy

NACCHO Annual Conference Plenary Session

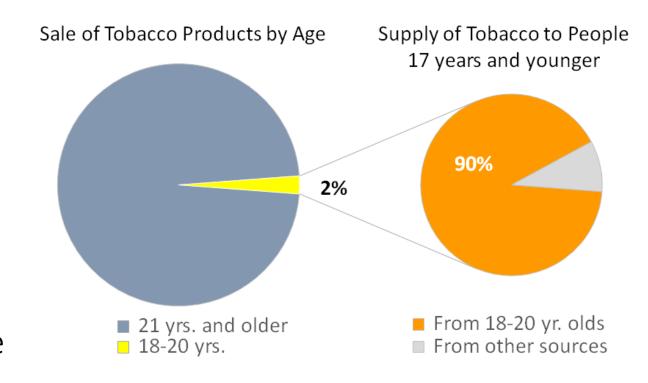
July 11, 2018





Why Raise the Age?

- Nicotine is highly addictive and the adolescent brain is more susceptible to it
- 95% of adult smokers began smoking before they turned 21
- Only 2% of tobacco sold is purchased by 18-20 year olds, but that 2% supplies 90% of the addictive tobacco to younger people









Increasing the Sale Age to 21 A Public Health Policy Solution

- Delay age of first tobacco use and reduce risk of becoming regular smoker
- Help keep tobacco out of schools
- Younger teens have harder time passing themselves off as 21







Where is T21 already in place?



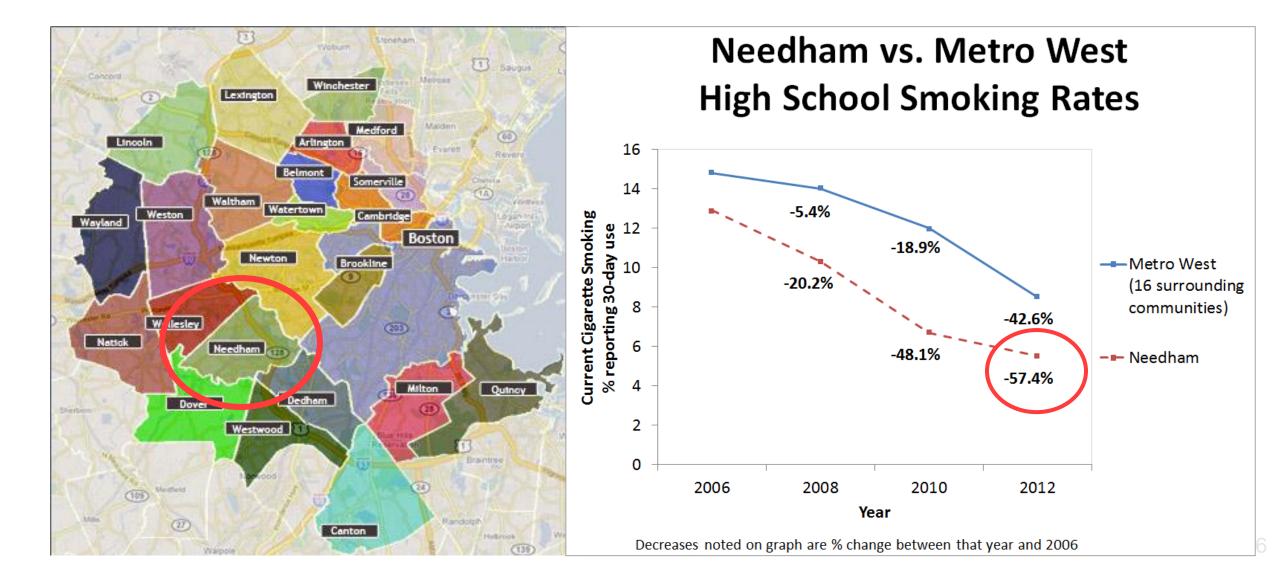
30% of Americans covered

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Needham Case History

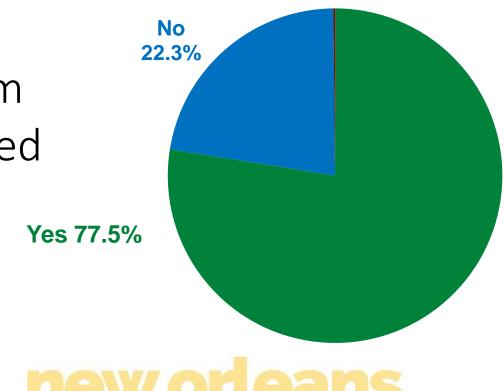


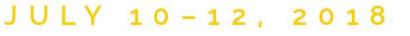
Local Survey Results

5,447 individuals responded to our Tobacco 21 survey that asked the question:

Do you believe that the minimum tobacco sales age should be raised from 18 to 21?

77.5% answered Yes







The Coalition





Texas Pediatric

Society



RAISE THE TOBACCO AGE







The University of Texas at San Antonio™









ALAMO COLLEGES DISTRICT San Antonio College























RAISE THE TOBACCO AGE IN SAN ANTONIO TO 21

Reduce Youth Smoking & Addiction!

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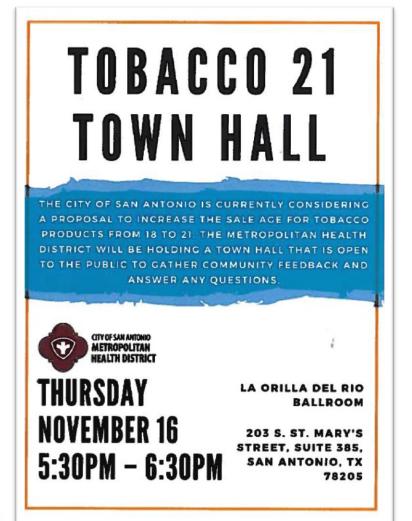




Information & Education on T21



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Enforcement

- Metro Health will lead enforcement
- Will verify signage/training during routine inspections
- Unannounced compliance checks
 - Random sampling used to determine locations of retailers







Lessons Learned

- Work with advocacy community
- Open, honest, redundant communication
- "The community wants this"
- PUP
- Be prepared for retail pushback
- I believe the science...BUT...







For More Information

Visit our website

www.sanantonio.gov/tobacco21

Materials available for download and Keep checking back - more posted soon







Thank you. Any Questions?



CITY OF SAN ANTONIO METROPOLITAN HEALTH DISTRICT

Colleen M. Bridger, MPH, PhD Director

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